

# cami travis-groves



An author, graphic designer, instructor and brilliant design strategist, Cami Travis-Groves is an accomplished national speaker, and is perhaps best known for spreading good juju wherever she goes. From the classroom to the boardroom or the stage, Cami delivers warm, dynamic talks that have audiences walking away smiling, inspired and ready to take action. Still adding experience to her 25+ years in the design industry, she now includes speaking, mentoring and consulting. She loves to volunteer in her community and currently serves as the President of The Freelance Exchange in Kansas City. Cami is available for keynotes, breakouts and workshops. You can learn more about her at [www.camiimac.com](http://www.camiimac.com).



## Cami's Most Popular Topics

- **Come Sit Next to Me: Solving Conflicts with Candor and Grace**

Things don't always go as planned. Conflicts arise between clients and creatives or between managers and producers; add in a looming deadline and you have potential for heated drama. Cami explains her fail-proof, step-by-step method to defuse conflicts. Participants will learn how to diffuse emotions that run high, remain in control with clearly defined objectives, and find win-win solutions.

- **Creatives: How to Make Your Clients Love You**

In her 25+ years as a designer, one of the things Cami has excelled at is creating long-term, loyal clients. She's never blown a budget, never missed a deadline, and has never had a dissatisfied client. What?? It's true! Learn her tried-and-true methods for making your clients fall in love with you. Audiences learn how to excel at creating customer experiences by focusing on the magic of communication and effective project management.

- **Love Your Talent—How to Get What You Need from Your Creatives**

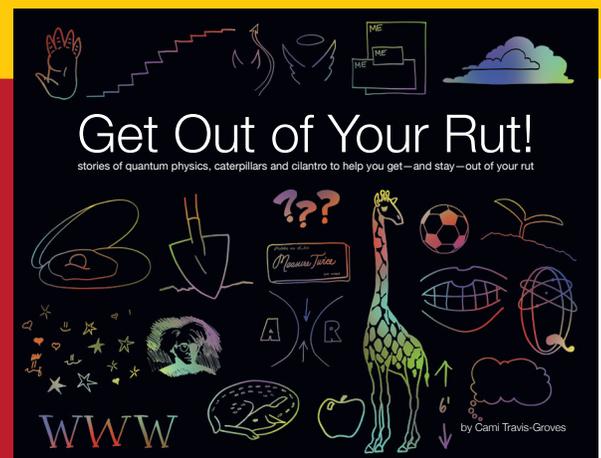
Creatives share three traits. They like doing things their way, they prefer to produce ideas on their own, and they stubbornly go against the grain. While that sounds like a manager's nightmare, knowing how to best utilize that skillset will not only make you love your talent, it will make them love doing work for you. Audiences will learn how to set and maintain deadlines that their creatives meet, how to motivate creatives to produce great work, and how to better understand and utilize the creative mindset and skillset.

- **Put Down the Shovel! How to Pull Yourself Out of a Creative Rut**

The first step in getting out of a rut is to put down the shovel and notice that your creative groove has become too predictable. You've dug yourself into not just a rut but a trench too high to see out of. What will you do? Keep on digging, or put down the shovel and get the heck out? Every creative gets stuck in ruts and Cami has been in her share of trenches in her 25+ years in the design industry. In this hilarious talk she will share how quantum physics, caterpillars and cilantro can help you get your groove back.

## Cami's Book

Graphic designer, storyteller, and good juju-spreader Cami Travis-Groves relates stories of quantum physics, caterpillars and cilantro that can help you get—and stay—out of your creative rut! "You made it through school; you started creating/designing/illustrating/whatever; you got into a groove. Great. But now the groove has become too predictable, too deep—it's not just a rut, it's a trench too high to see out of, and it feels like a prison. There are only two directions to go from here. Either you keep trudging on in your rut, making it deeper by doing what you've been doing, getting more of what you have (and you already know what that's like)—or you stop digging, put down your shovel, and get the hell out!"



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## Previous Audiences

HOW Design Live Conference: Denver, CO; San Francisco, CA;  
Chicago, IL  
Revolve Conference: Charleston, SC  
The Freelance Exchange of Kansas City: Kansas City, MO  
University of Kansas Certified Public Manager Collaboration  
Conference: Lawrence, KS  
AAF Professional Development Lunch: Lincoln, NE  
Gas Can AAF-KC Creative Conference: Kansas City, MO  
University of Kansas Leadership Summit: Lawrence, KS  
AAF-RDU MasterClass: Raleigh-Durham, NC  
ASMP (American Society of Media Photographers) Lunch & Learn,  
Kansas City, MO



## Praise for Cami's Live Appearances

"It's refreshing when you have the opportunity to work with a true professional. Cami Travis-Groves is exactly that, and more. I had the honor of working with Cami as she was a speaker at Revolve Conference. Not only was she amazingly easy to work with, I also appreciated her passion, enthusiasm and her energy. Her presentation provided attendees with valuable insight and actionable takeaways, and easily became one of the best sessions of the day. Attendees had glowing reviews of her talk and encouraged us to invite her to speak again."

—Karl Hudson Phillips, Founder, Revolve Conference, Charleston, SC

"With a passion for exceeding expectations, Cami delivers the best solutions with a hearty dose of good juju."

—Cara Christman, Designer, Overland Park, KS

"I attended Cami's talk at HOW Design Live in San Francisco. She not only helped me to better deal with conflict in the workplace, but she was also incredibly inspiring. Her charisma and passion showed throughout her talk. The audience was engaged and quick to participate. If you're looking for somebody to inspire your team, help non-designers understand design and process, or get them to better deal with conflict in the workplace (and home life) then I would highly recommend Cami!"

—Kray Mitchell, Technologist, Speaker, Kelowna, British Columbia, Canada

"When I saw Cami had a session on conflict resolution, I obviously had to go. Conflict resolution is something many people speak about, but hardly any give you the tools to use when you return to your real life. Cami does, and I have used it several times with great success. Through examples from her life and crowd interaction, she teaches you how to be a better communicator and solve conflicts with everyone walking away satisfied."

—Julie Goldsberry, Graphic Designer, Chicago, IL

## What is Good Juju?

Close your eyes and remember the best birthday you ever had. Or a time you laughed so hard your smile muscles hurt. Or holding hands with your special someone. That's "good juju." And the more you give out, the more you get back. The more you practice spreading good juju, the easier it gets.